

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMK2034 – MARKETING STRATEGY

(All sections / Groups)

18 OCTOBER 2018

2.30 p.m – 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page (excluding cover page) with 4 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION 1**

Explain **FIVE (5)** challenges of service pricing.

(25 Marks)

QUESTION 2

The product life cycle is not short of disadvantages. Explain **FOUR (4)** limitations of the product life cycle.

(25 Marks)

QUESTION 3

In the Pyramid of Corporate Social Responsibility, philanthropic responsibility is defined as being a good corporate citizen. Discuss this with appropriate examples.

(25 Marks)

QUESTION 4

a) By using appropriate examples, explain the difference between intended marketing strategy and realized marketing strategy.

(10 Marks)

b) Explain **FIVE (5)** ways to measure customer satisfaction.

(15 Marks)

(25 Marks)

End of Page

